

Scope and What Success Looks Like

Final product: a demo that student participants can access via a simple website to watch Italian videos and answer language questions

- **Main pages:** **Home page** (for presenting information and navigating to Italian videos) and **video player page** (for watching the videos and answering questions)
- **Conditions:** **Control** condition will have a clean but simple UI for the home page. **Experimental** condition will have a video game-like home page. Both conditions will have the same video player page. But the pop-up questions will look different; the **control** condition will have simple multiple choice answers, the **experimental** condition will have a gamified version.
- **Core hypothesis:** People already use YouTube or movies to learn languages. Contextual language learning is more helpful than decontextual methods, like Duolingo. **If we implement Duolingo-style gamification into contextual language learning - then this will improve user engagement, satisfaction, and learning.**

What Success Looks Like:

- We're building a testable analogue of a possible future project where people would upload a YouTube video —> watch on YouTube.com —> have a browser extension pop-up with AI generated gamified questions
- For this class, our project won't involve AI generated questions, a browser extension, or navigating to YouTube.com
- Our successful project will be a simulated experience of the above, involving a home page website and a YouTube analogue website
- We need to build the platform so that users can access via link —> get to the home page —> navigate through videos —> watch the videos —> answer questions on a pop-up —> navigate back to the home page
- All the while, we'll be tracking quantitative and qualitative data from their engagement

Quantitative data we'll track:

Experimental

- **Home page -**
 - time on page,
 - leaderboard view time,
 - visit times,
 - time between visits,
 - time to click “play,”
 - “home” click,
 - time to click “start”
- **Video player page -**
 - time on page,
 - time to click “generate game,”
 - video pause,
 - video resume,
 - video completion %,
 - pop-up “hide,”
 - pop-up “show,”
 - question response time,
 - question correct,
 - question incorrect,
 - questions answered,
 - pop-up quiz completion (yes or no),
 - captions on,
 - captions off,
 - time to quiz completion,
 - XP gained,
 - video stars,
 - hearts remaining,
 - time to click “return home”

Control

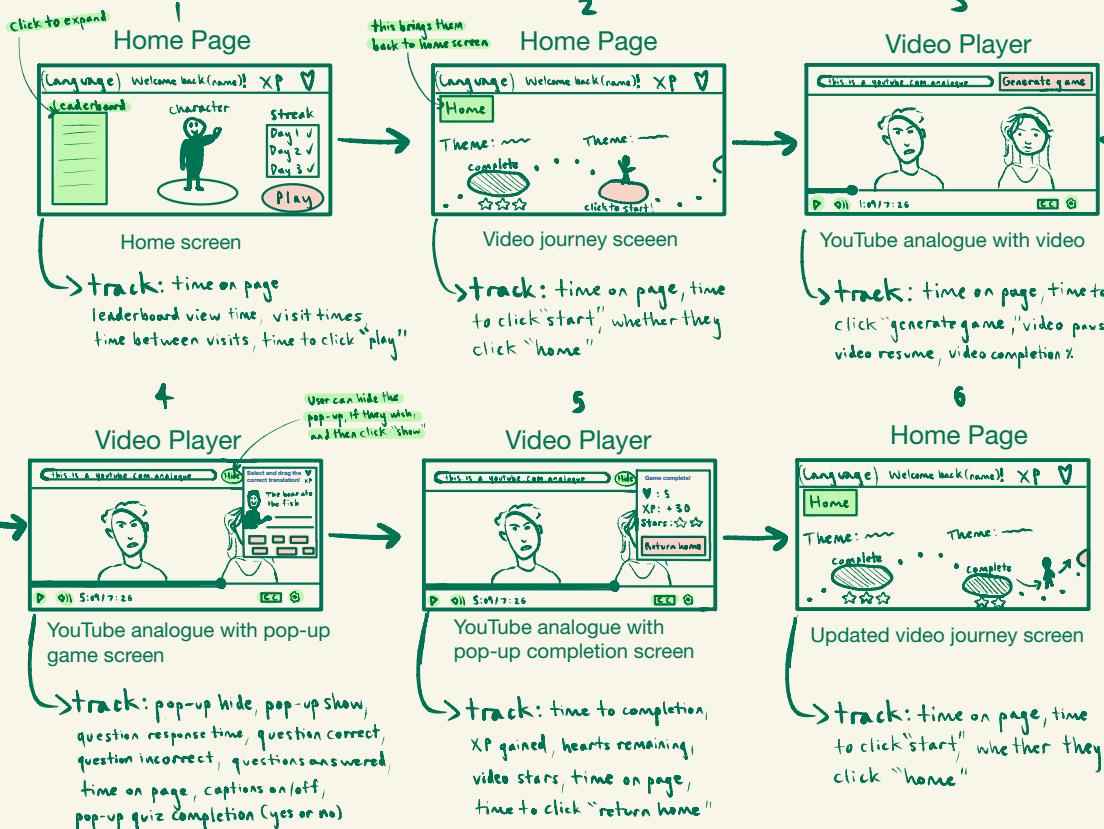
- **Home page -**
 - time on page,
 - visit times,
 - time between visits,
 - time to time to click “watch”
- **Video player page -**
 - time on page,
 - time to click “start quiz,”
 - video pause,
 - video resume,
 - video completion %,
 - pop-up “hide,”
 - pop-up “show,”
 - question response time,
 - question correct,
 - question incorrect,
 - questions answered,
 - pop-up quiz completion (yes or no),
 - captions on,
 - captions off,
 - time to quiz completion,
 - time to click “return home,”
 - score accuracy

Note: We should be tracking time on page for each screen (show on in mockups)

User Flows + Mockups

Experimental Condition

pink indicates where they click to get to the next screen
green indicates other buttons they can press



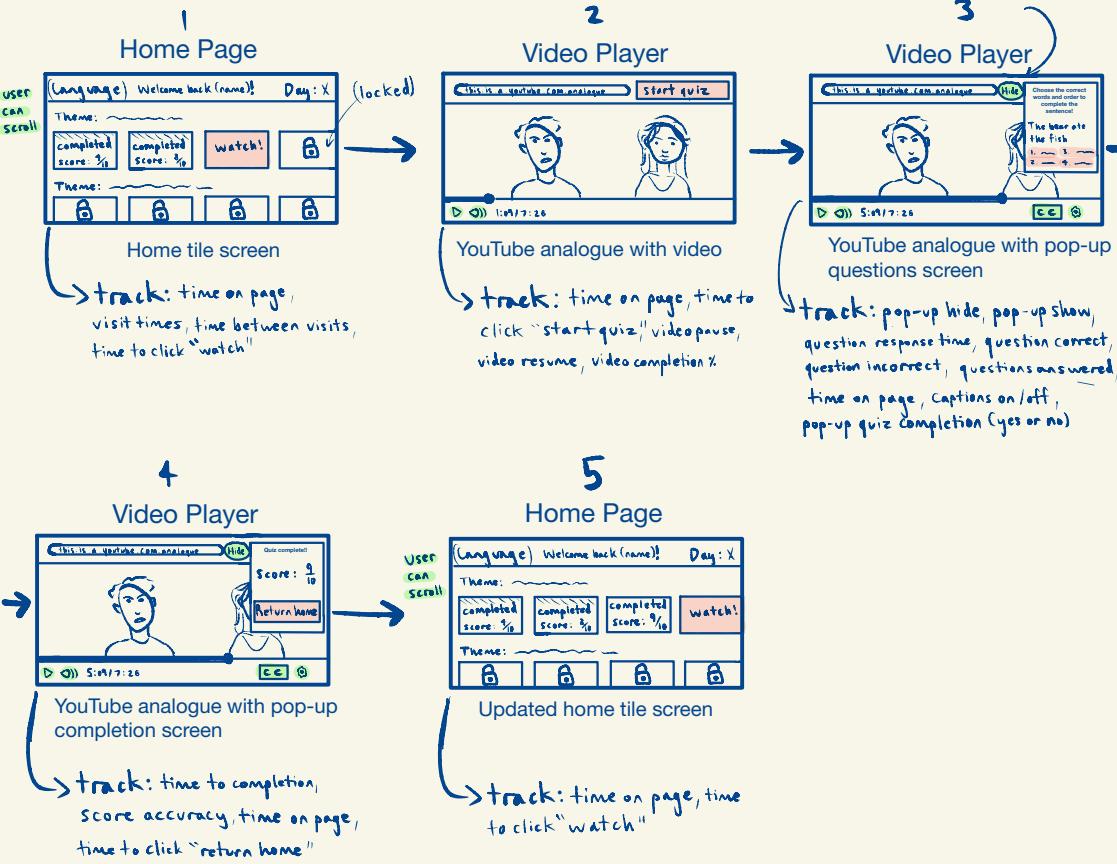
Note: The video will automatically pause when the user is answering questions on pop-up. User can hide or show the pop-up at any point. We suggest the user watch most or all of the video before "generating questions" and answering them.

User Flows + Mockups

Control Condition

pink indicates where they click to get to the next screen
green indicates other buttons they can press

User can hide the pop-up if they wish and then click "show"



Note: The video will automatically pause when the user is answering questions on pop-up. User can hide or show the pop-up at any point. We suggest the user watch most or all of the video before "generating questions" and answering them.

Experimental Condition

Home Page :

- Home screen (with their character + "play" button)
- Language video journey screen



YouTube Analogue Page :

- Video player screen
- Pop-up screen

Control Condition

Home Page :

- Home screen (with video tiles)



YouTube Analogue page :

- Video player screen
- Pop-up screen